

ABSTRACT OF THE DISCLOSURE

A cable television network provides public, educational and governmental (PEG) programming pursuant to an agreement with the local franchising authority for a local area. A PEG channel is provided in the local area channel lineup. Backdrop programming is provided on the PEG channel. The backdrop programming is general local interest programming provided by the cable television network. When locally produced PEG programming is available and intended for local broadcast, the backdrop programming is preempted and the locally produced PEG programming is provided. In this way, locally produced PEG programming is provided against the backdrop of general local interest programming provided by the cable television network. The method for providing PEG channel programming also comprehends video on demand (VOD) and high speed data (HSD) aspects.